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Social Media Manager

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| Function: | | Brand & Communications | |
| Position: | | Social Media Manager | |
| Immediate manager  (N+1 Job title and name): | | PR & Campaigns Director | |
| Additional reporting line to: | | N/A | |
| Position location: | | Salford and home working (flexible) | |
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| 1. Purpose of the Job – State concisely the aim of the job. | | | |
| * Work with the PR & Campaigns Director to determine and deliver the social media content strategy * Develop & deliver impactful social content and campaigns creating a measurable impact on regional brand awareness and growth. * Community management and social listening * Building and tracking audiences * As the Subject Matter Expert for the company, protect brand reputation and provide advice and guidance to the business for all matters relating to social media strategy and practice and for all segment customer social media communication. * Coach and support senior leaders and local champions to become influential Brand Advocates delivering effective communications via social channels. * Crisis management support | | | |
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| 2. Dimensions – Point out the main figures / indicators to give some insight on the “volumes” managed by the position and/or the activity of the Department. | | | |
| Financial  Staff  Other | Responsible for providing social media support and strategic guidance for all segments and functions operating in the region.  Responsible for all the current social channels operating in UK&I and for any future channels we may want to explore | | |

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| 3. Organisation chart – Indicate schematically the position of the job within the organisation. It is sufficient to indicate one hierarchical level above (including possible functional boss) and, if applicable, one below the position. In the horizontal direction, the other jobs reporting to the same superior should be indicated. |
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| **4. Context and main issues** – Describe the most difficult types of problems the jobholder has to face (internal or external to Sodexo) and/or the regulations, guidelines, practices that are to be adhered to. |
| * Small team supporting a wide range of UK & Ireland business activity related to internal and external communications, marketing, and social media activity * Large, complex business structure with multiple stakeholders * Sensitive and sometimes polarising themes * Ensure all social media platforms are compatible with Group policies * Ensure all social media platforms are accessible for those with disabilities or impairments * Challenge of availability of limited IS&T resource and time-consuming project management process * Continuous refinement and improvement required to elevate the performance of the social channels and the outcomes they can deliver for the brand |

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| 5. Main assignments – Indicate the main activities / duties to be conducted in the job. |
| **Develop and deliver a UK social media content strategy aligned with the overarching Brand & Comms**  **strategy:**   * Fully understand the audiences we currently have on social media and develop a viewpoint on how audiences should be built – who to target and how to engage them * Develop, maintain and deliver a monthly content calendar that is planned in advance, well-organised, balanced, consistent, strategic and sufficiently agile * Be the advocate for ‘social first’ activity, ready to contribute and add value to all team planning sessions and campaigns * Work with the business and agencies to create and deliver impactful content and campaigns. * Identify opportunities to repurpose and maximise content * Work closely with the creative content hub to brief on assets needed for campaigns with sufficient notice for the best possible outcomes * Develop a strategy for shrewdly boosting day to day content, ensuring every £ works as hard as possible * Increase Sodexo brand awareness and reputation via social media channels. * Coach and support senior leaders and local champions to become Brand Advocates delivering effective communications via social channels. * Develop content advocacy outside of our owned social media channels. * Focus on social media engagement with clients, prospects and influencers captured via Sodexo marketing automation tool to contribute to wider lead nurturing objectives. * Supporting the Region Chair in LinkedIn content creation, helping to grow followers * Maximising the opportunity presented by Amplify   **Work collaboratively with other key internal stakeholders**   * Supporting the lead generation goals of the MSDC * Liaising with the global social team to share best practice, repurpose content as appropriate from other regions and ensure adherence to Sodexo guidelines   **Continuous improvement**   * Stay up to date with relevant social media news, trends and developments to ensure we remain current (although not ‘bleeding edge’) * Regularly share social media inspiration with the team picking out relevant campaigns, posts and approaches that keep everyone up to date with what best practice looks like * Be ambitious about what we can achieve and an advocate for positive change   **Community and crisis management**   * Social listening – ensure we are ready to either jump on and maximise positive themes or sound the alarm in impending crisis situations * Manage community issues as they arise, ensuring queries are triaged and fielded to the appropriate departments to handle * Liaising with internal stakeholders to relay customer feedback insights gained from online conversations within the community * Provide expert recommendations and crisis support as required including strategy, monitoring and reporting   **Reporting and administration:**   * Build reporting frameworks to evaluate campaigns, owned social networks, external mentions and crisis * Regularly report on engagement, audience growth (qual and quant) and other developments on our social channels against set benchmarks for progress * Produce updates and summaries for various internal and external stakeholders when required * Support business continuity by ensuring all platforms are accessible by other parties and that workload is efficiently handed over during absences * Keep up to date records of all social media owned channels, all admins and passwords. |
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| 6. Accountabilities – Give the 3 to 5 key outputs of the position vis-à-vis the organization; they should focus on end results, not duties or activities. |
| * Best practice management of the UK and Ireland social media platforms. * Development and delivery of impactful social media content and campaigns. * Continuous improvement of the channel performance (engagement and qual audience measures) * Production and enforcement of social media policies and behaviours. * Advocate in the business for the value add of the social channels and encourage senior leader amplification |

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| 7. Person Specification – Indicate the skills, knowledge and experience that the job holder should require to conduct the role effectively |
| **Essential**   * Experience working for an agency or large, complex organisation in a similar role – corporate environment. * Demonstrable experience developing strategic and creative B2B ideas for social media tactics and campaigns * In-depth professional knowledge and understanding of Social Media platforms, their respective participants (Facebook, LinkedIn, Twitter, Yammer, YouTube, Instagram, Google+ etc.) and how each platform can be deployed in different scenarios. * Ability to communicate technical information to a non-technical audience. * Excellent communication, writing and language skills. * Social media customer service techniques. Able to identify potential negative or crisis situations and apply conflict resolution principles to mitigate issues. * The resilience to operate in occasionally challenging circumstances handling occasional sensitive and polarising subject matter * A team player with the confidence to take the lead and guide other employees when necessary. (i.e. content development, creation and editing of content, and online reputation management). * Good technical understanding and can pick up new tools quickly. * Thinks things through to their logical conclusion – sees all the angles * Excellent at building and maintaining internal and external business relationships, online and off. * An enthusiastic, upbeat, positive force for good and change in the team   **Desirable**   * Knowledge and experience in the tenets of traditional marketing. Marketing or communications qualification is welcomed but not required with relevant work experience. * Maintains a working knowledge of principles of SEO including keyword research. Knowledgeable in the principles of “Search and Social”. |

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| 8. Competencies – Indicate which of the Sodexo core competencies and any professional competencies that the role requires |
| |  |  | | --- | --- | | * Growth - Client & Customer attraction | * Innovation and Change | | * Rigorous management of results | * Resilient and able to work under pressure | | * Increase Brand Recognition |  | | * Commitment to Sodexo's business aims and values |  | |  |  | |